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PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Please see below

FROM: Fredric S. Newman

SUBJECT: S. 772 - Warning Labels

DATE: May 13, 1983

PRIVILEGED AND CONFIDENTIAL

Yesterday was the second day of hearings on Senator Hatch's Comprehensive Smoking Prevention Education Act of 1983 (S.772). The session was mainly devoted to a presentation of the tobacco industry's opposition to the bill. There was also a presentation in opposition by the outdoor advertisers. During the questioning following the industry's prepared presentation, Senators Hatch and Quayle (speaking on Senator East's time) both stated that they thought a single, but stronger, warning label would be acceptable. It was suggested that Dr. Brandt, Assistant Secretary of the Department of Health and Human Services, negotiate on behalf of the government with representatives of the industry. Both Senators Hatch and Quayle stated they would be willing to participate in any negotiations if necessary.

For your reflection, these two warnings were considered potential compromises acceptable to the industry last fall, in this order:

WARNING: THE SURGEON GENERAL HAS DETERMINED THAT
CIGARETTE SMOKING IS DANGEROUS TO YOUR HEALTH; FOR FURTHER
INFORMATION WRITE, SURGEON GENERAL, WASHINGTON, D.C. 20201.

WARNING: THE SURGEON GENERAL HAS DETERMINED THAT
CIGARETTE SMOKING IS DANGEROUS TO YOUR HEALTH AND MAY
INCREASE YOUR RISK OF LUNG, HEART, OR OTHER DISEASES.

By way of contrast, these two single warnings have been
endorsed by the World Health Organization:

WARNING: CIGARETTE SMOKING IS DANGEROUS TO HEALTH, AND
MAY CAUSE DEATH FROM CANCER, CORONARY HEART DISEASE,
CHRONIC BRONCHITIS, PULMONARY EMPHYSEMA AND OTHER
DISEASES. (F.T.C. model)

WARNING: CIGARETTE SMOKING IS A MAJOR HEALTH HAZARD AND
MAY RESULT IN YOUR DEATH. (American Cancer Society model)

Senator Hatch agreed to adjourn the mark-up of the bill until
June 15 to provide time for negotiations. He stated that he
would push for a statute if a compromise is not achieved by
that date.

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Fred

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